

C. Scope of Work or Work Plan

EXHIBIT A

A. FY 2014-15 Scope of Work or Work Plan:

Requested Grant Funds in Fiscal Year 2014-15: \$325,854

Program/Project Summary: Annual Tourism Promotion Funding

Goal/Objective	Major Tasks (in order to achieve goal)	Timeline
Visit San Luis Obispo County Brand Management Objective: Serve as the brand ambassador for San Luis Obispo County tourism. Goal: Foster brand support with countywide tourism constituents.	Build upon the county identity by providing direction for the architecture of countywide brands: Visit SLO County, Restaurant Month, SAVOR etc. Serve as the county marketing agency supporting the needs of promotion for services, products, and experiences.	Q1, Q2, Q3, Q4
Key Messaging Objective: Leverage consistencies of community messages into overarching countywide messaging to create a unified voice. Goal: Integrate internal and external countywide tourism messaging throughout every level of Visit SLO County branding and marketing outreach.	Utilize top down consistent messaging with key tourism stakeholders. Educate tourism partners on integration of countywide key messages into all communications and marketing programs.	Q1, Q2, Q3, Q4
Website and Technology Objective: Leverage the organic search engine positioning of Visit SLO County website to position Visit SLO County as the portal for all tourist attractions in the county. Goal: Increase traffic through leveraging state	A complete redesign of this key branded marketing tool will enhance the digital media platform and improve the visitor experience allowing the site to serve as a portal representing county attractions, locations and experiences; thereby funneling traffic to region specific websites. Update and integrate technology to maximize traffic, sales, and	Q1, Q2, Q3, Q4

<p>and local partnerships and the alignment of brand components. Increase traffic by 5-7%. Increase traffic via mobile devices by 10-15%.</p>	<p>visitor experience. Also ensure mobile accessibility and updated metrics are in place to fully measure impact.</p>	
<p>Multi Purpose Information Kit</p> <p>Objective: Customize county tourism information for multiple audiences. Make available in hard copy and electronic forms.</p> <p>Goal: Increase circulation of county visitor guide by 10% to 50,000 copies.</p>	<p>Enhance and customize the evergreen communication package to reach multiple audiences as needed (i.e., journalists, group sales, film sales, meeting planners, etc.) to include standard FAQ, background, regional and county press accolades, regional diversity: key attractions, experiences and locations (1 pager on each region and county), stock photography, B-Roll, tourist demographic county profile, maps, sample itineraries, etc. Make available in print and electronic (i.e., Website, DVD, thumb drive, etc.).</p> <p>Visitors Guide redesign and increase circulation number based on demand.</p>	<p>Q1, Q2, Q3, Q4</p>
<p>Public Relations</p> <p>Objective: Position Visit SLO County as the media response center for tourism assets in SLO County.</p> <p>Goal: Generate third party endorsements to increase media placements by 5-10%.</p>	<p>Work within the infrastructure created for evaluation of earned media efforts to include the investment in tools (ie. press clipping service) for identifying ROI to tourism partners.</p> <p>Develop initiatives focusing on the engagement of local, national, and international media. Local initiatives include highlighting tourism accomplishments as they relate to overall key messaging and the development of trends or economic value. National initiatives will feature SLO County specific trends enhancing our brand equity through communicating travel, food, coastal, outdoor activities and lifestyle experiences, pet friendly and stories concepts. The international initiative will</p>	<p>Q1, Q2, Q3, Q4</p>

	<p>leverage our partnership with Visit California though emphasizing our location (Hwy 1) and cultural attractions (Hearst Castle) while introducing emerging destination attributes (viniculture).</p> <p>Leverage the countywide 101 things to do off the Hwy 101 campaign.</p>	
<p>Media FAM Trips</p> <p>Objective: Work in cooperation with tourism partners to host media year around in SLO County allowing journalists to experience the region.</p> <p>Goal: Increase total number of hosted media visits by 5-10%.</p>	<p>Working in cooperation with BID partners, community partners and county attractions, create a series of media FAM trips that can be hosted or co-hosted with partners. Plan proactive media trips (i.e., 8-10 journalists) and reactively as media are interested in visiting the county. Use the trends created as part of the public relations initiatives to serve as the elements to showcase on the FAM tour.</p>	Q1, Q2, Q3, Q4
<p>Social Media</p> <p>Objective: Position Visit SLO County social media platform as THE place for insider information by managing the social media community to increase traffic and user dialogue.</p> <p>Goal: Increase total number of followers on Facebook and Twitter by 10-20%. Increase referral traffic by 5-10% from social media sites.</p>	<p>Utilize new social networks (i.e., Yelp, TripAdvisor, Open Table) to promote destination via word-of-mouth and direct traffic to www.visitsanluisobisocounty.com. Integrate social media tools into branding toolkit keeping all traffic directed and focused towards the website.</p> <p>Develop quarterly programs that engage the social community (sweepstakes, contests, etc).</p>	Q1, Q2, Q3, Q4
<p>Advertising</p> <p>Objective: Continue to provide cost effective ways for countywide tourism partners to promote their businesses and destinations.</p> <p>Goal: Identify new</p>	<p>Visit SLO County will continue to serve as the brand manager to develop and facilitate co-op advertising programs using the county marketing toolkit as the brand umbrella under which all regional brand messaging is executed.</p> <p>Explore new mediums for co op</p>	Q1, Q2, Q3, Q4

publications and markets based on member demand for co-op programs.	advertising (ie. online, magazine, broadcast, etc). Utilize countywide theme events (Restaurant Month, Wine Month, SAVOR, etc) to develop co op ad campaigns for partner involvement.	
Group and Leisure Sales Objective: Position Visit SLO County as the lead agency for group sales countywide. Drive awareness of San Luis Obispo County as an ideal destination for group and meeting business. Goal: Execute FAM Tour opportunities to proactively target increased group sales activity. Increase group contacts /leads by 3-5%.	Working in partnership with Group Sales Advisory Committee, community partners and county attractions coordinate and facilitate a meeting planner FAM trip focused on awareness of SLO County experiences for CA based meeting planners. Develop new strategy amongst the local business community focused on executing their corporate meetings within the county. Engage participation from local business organizations like EVC and community chambers.	Q1, Q2, Q3, Q4
Film Commission Objective: Proactively promote SLO County as an ideal location for film scouts. Goal: Create new marketing tools and outreach to meet the needs of film scouts (i.e., photographs, permit process, key facts, area resources, etc.). Increase leads by 3-5%.	Leverage SLO Film Festival audience to position SLO County as a value, easy use filming location. Host a FAM style trip for film producers/location scouts to see all the location possibilities in the county. Continue updating location library and strategy for attracting film producers to the county. Identify a series of specific trade shows to attend. Create marketing tools (i.e., one-page outline of the permit process, video demonstrating locations, etc.) specific to target film audience. Determine opportunities for SLO County through these efforts and evaluate priorities for future Film Commission tactics.	Q1, Q2, Q3, Q4
Execute Themed Countywide Programs Objective: Evaluate current countywide	Survey constituents to evaluate the effectiveness of current countywide theme programs. Utilize constituent survey to gauge interest in development of new	Q1, Q2, Q3, Q4 Q1- Wine Month and SAVOR

<p>programs and determine opportunities for new promotions.</p> <p>Goal: Increase marketing outreach by increasing impressions 5-10% of three distinct themed programs: Wine Month, <i>Sunset SAVOR</i> the Central Coast and Restaurant Month. Introduce one new themed campaign.</p>	<p>promotion including feedback on timing and possible theme. New promotion will highlight experiences or unique SLO County products and personalities during a focused period.</p>	<p>Q3- Restaurant Month</p>
<p>Events</p> <p>Objective: Position SLO County as an ideal location to host events. Work with event planners to encourage them to choose SLO County providing direct benefits to tourism partners of increased economic return.</p> <p>Goal: Seek out one new event opportunity with national reach.</p>	<p>Working collectively with Visit SLO County and countywide tourism partners, Visit SLO County can position SLO County as a key place to host events and develop strategy to attract key athletic events, food festivals, etc. This can be a two-pronged approach: events Visit SLO County attracts to the region and events Visit SLO County executes (i.e., <i>SAVOR</i>) to market the region.</p> <p>Continue to engage planners for events currently taking place in the county in an effort to best support the event and maintain the attractive appeal.</p>	<p>Q1, Q2, Q3, Q4</p>
<p><i>Sunset SAVOR</i> the Central Coast</p> <p>Objective: Showcase San Luis Obispo County's unique experiences, artisanal products, and personalities to actively engage out-of-area visitors.</p> <p>Goal: Increase the overall economic impact of the event directly through the increase in out-of-county attendees. Continue the trend established in the 2012 event to reach more</p>	<p>Build upon a three-year event that has generated national awareness and created more than \$3.6M in overall economic impact to the County.</p> <p>Introduce new event elements and features in an effort to encourage ticket sales from returning attendees as well as new guests. Develop a new category of vendors to highlight food and wine focused products available for sale. Develop a new travel and adventure stage. Continue to highlight key countywide attractions and drive new</p>	<p>Q1, Q2, Q3, Q4</p>

out of area visitors.	consumers to SLO County.	
Partner Communication Objective: Build upon ongoing tourism constituent and government partner communications: written, verbal, electronic. Goal: Communicate with tourism partners on a quarterly basis providing a results and updates on new initiatives.	Build upon interactive communications annually with tourism stakeholders. Improve weekly and monthly communications with informative and useful messages to stakeholders.	Q1, Q2, Q3, Q4
Organizational Relationships Objective: Strengthen regional and statewide relationships that grow sales and marketing opportunities. Goal: Participate in 2-4 Visit California marketing and educational events to leverage statewide promotions.	Maintain memberships with professional industry associations, serve as the Concierge Service/Fulfillment, and coordinate member workshops.	Q1, Q2, Q3, Q4
Program/Project OUTPUTS:		
Increase overall traffic to www.visitsanluisobispocounty.com 5-7% Increase mobile traffic to www.visitsanluisobispocounty.com 10-15% Visitor Guides to be distributed: 50,000 print; 1,200 electronic downloads Increase media placements by 5-10% Increase Facebook and Twitter likes by 10-20% and engagement by 5-10% Increase Group Leads & Contacts by 3-5% (100+ referrals)		
Program/Project OUTCOMES: Tourism promotions can be measured by increased TOT dollars for the county and all communities in addition to the increase in revenue per available room (RevPAR), a preferred standard of measurement for hoteliers. Each program area has individual goals, but the overarching outcome is to keep San Luis Obispo County Tourism economically viable growing to support the county's largest industry. A ten year trend shows an increase of TOT at a 5% rate year over year. Tourism is credited as a growing section providing more than 15,000 jobs and contributing more than \$1.2 billion to the local economy.		